The MV2040 Strategy (the Strategy) is Council’s long-term plan for improving the health, vibrancy and resilience of our city over the next two decades. It has been prepared to shape the type of city and neighbourhoods we want to live in.

The world is changing rapidly and, to enable us to keep pace, the ideas and concepts presented in the Strategy are designed to be bold, inspirational and transformational.

VISION STATEMENT

MOONEE VALLEY – A HEALTHY CITY

In 2040 Moonee Valley is a great place to live, work and visit, strengthened by a network of 20-minute neighbourhoods. Our neighbourhoods allow all people, at all stages of life, to live locally, accessing most of their needs close to their home.

Our neighbourhoods are beautiful, sustainable and hold strong community connections which enable citizens and the environment to be healthy and resilient.

BUILDING BLOCKS FOR A HEALTHY CITY

We all deserve to live in a city where we are not just surviving, we are thriving. These are the building blocks of our healthy city:

- A **fair** city that values diversity, where everyone feels safe, is included, is healthy and has access to services and housing.
- A **thriving** city with access to jobs, lifelong learning, vibrant and dynamic activity centres.
- A **connected** city of accessible, active and sustainable transport choices.
- A **green** city that is ecologically healthy and environmentally responsible.
- A **beautiful** city that celebrates its identity, heritage and open spaces.
FOCUS ON NEIGHBOURHOODS

Council is moving to a neighbourhood planning approach for our planning and service delivery. This approach will help us create a more inclusive, vibrant and healthy city.

*Plan Melbourne 2017-2050* focuses on improving Melbourne’s health and liveability through the creation of 20-minute neighbourhoods. They must:

- be safe, accessible and well connected for pedestrians and cyclists
- offer high-quality public realm and open space
- provide services and destinations that support living locally
- facilitate access to quality public transport that connects people to jobs and higher-order services
- deliver housing/population at densities that make local services and transport viable
- facilitate thriving local economies.

Based on State Government directions, our city has been mapped into 13 20-minute neighbourhoods. These neighbourhoods are defined by the ability to reach day to day needs and services such as shops, open spaces, schools, community facilities, public transport and some jobs within a 20-minute walk.

Each of our 13 neighbourhoods has a distinctive character and identity, with individual challenges and opportunities for improving liveability. We know that a one size fits all solution does not work, and the benefit of neighbourhood planning is that we can identify local priorities and tailor responses to improve the health and vibrancy of all parts of our city. It means prioritising health and wellbeing outcomes through our planning, and delivering services and infrastructure necessary to foster community pride and connection.

Neighbourhood planning involves a collaborative approach to reinforce community and improve social and health outcomes. It is about making each neighbourhood inclusive, vibrant and connected based on their unique character, community strengths and environment. Council is focused on activating spaces in your neighbourhood so the community can gather for activities, recreation, events and socialise close to home.

Visit mvcc.vic.gov.au/neighbourhoods to find out about what is happening in Essendon.
| **STRATEGIC DIRECTION 1:** A city that celebrates diversity | **TARGET:** Moonee Valley is a ‘Welcome City’ where we celebrate diversity as one of our greatest strengths |
| **STRATEGIC DIRECTION 2:** A city with a dynamic network of accessible community facilities and services | **TARGET:** Moonee Valley is a city where all residents report being satisfied or very satisfied with the number and the conditions of the community facilities and services in their neighbourhood |
| **STRATEGIC DIRECTION 3:** A city where people are healthy and safe | **TARGETS:**  
- Moonee Valley is a city where residents report their health as being very good and know how to access the appropriate services to manage their physical and mental health  
- Moonee Valley is a city where our community feel very safe walking alone in their neighbourhoods during the day and night |
| **STRATEGIC DIRECTION 4:** A city where residents can engage, participate and influence change | **TARGET:** Moonee Valley is a city where residents are able to influence decisions about their city and participate in social life |
| **STRATEGIC DIRECTION 5:** A city with housing for all | **TARGET:** Housing is appropriate across our city for all stages and circumstances of life |
| **STRATEGIC DIRECTION 6:** A city with opportunities to learn and work | **TARGET:** Moonee Valley is a city where residents have equitable access to lifelong learning, development and employment opportunities |
| **STRATEGIC DIRECTION 7:** A city that responds to a changing economic landscape | **TARGET:** Moonee Valley is a city where our economic environment facilitates thriving activity centres and new and emerging enterprise |
| **STRATEGIC DIRECTION 8:** A city with things to see and do | **TARGET:** Across Moonee Valley there is increased participation and value placed in the arts, sport, culture and local community-run events |
| **STRATEGIC DIRECTION 9:** A city that is technology ready | **TARGET:** Moonee Valley embraces a technology first approach to creatively meet the challenges we face |
STRATEGIC DIRECTION 10: A city where sustainable transport is the easy option

☉ TARGET: Moonee Valley is a city where more than half of our residents travel to work by walking, cycling or public transport

STRATEGIC DIRECTION 11: A city with streets and spaces for people

☉ TARGET: We prioritise our cyclists and pedestrians of all mobilities by achieving a safe network of connected walking and cycling paths

STRATEGIC DIRECTION 12: A city at the forefront of transport technology

☉ TARGET: Moonee Valley embraces a technology first approach to creatively meet the challenges we face

STRATEGIC DIRECTION 13: A city that is low carbon

☉ TARGET: We achieve zero net emissions for our community and reduce emissions from Council’s operations by 95 per cent by 2040

STRATEGIC DIRECTION 14: A city that is green- and water-sensitive

☉ TARGET: We achieve 30 per cent canopy cover by 2040 through enhancing our urban forest

STRATEGIC DIRECTION 15: A city that rethinks waste

☉ TARGET: We divert 90 per cent of household waste and waste from Council operations from landfill by 2040

STRATEGIC DIRECTION 16: A city that is cool and climate-adapted

☉ TARGET: Moonee Valley is a city that achieves climate resilience through supporting the community and planning a built environment that adapts to a changing climate

STRATEGIC DIRECTION 17: A city that fosters local identity

☉ TARGET: We celebrate our rich heritage and the value of our cultural links to Wurundjeri Country

STRATEGIC DIRECTION 18: A city of high-quality design

☉ TARGET: We achieve design excellence in all Council-owned buildings and facilities

STRATEGIC DIRECTION 19: A city with vibrant and safe public spaces

☉ TARGET: Our city is regarded as a beautiful place with a diversity of spaces

STRATEGIC DIRECTION 20: A city in a beautiful landscape setting

☉ TARGET: We achieve a connected network of high-quality open space that is appropriate to the needs of our community
IF MOONEE VALLEY WAS 100 PEOPLE

NEIGHBOURHOOD POPULATIONS
FORECAST.ID ESTIMATES FOR 2018

4 would live in Aberfeldie
6 would live in Airport West
9 would live in Ascot Vale
5 would live in Avondale Heights
10 would live in Essendon
12 would live in Flemington
7 would live in Keilor East
9 would live in Keilor Road/Essendon North
10 would live in Milleara
12 would live in Moonee Ponds
7 would live in Niddrie/Essendon West
6 would live in Strathmore
3 would live in Strathmore Heights

COUNTRY OF BIRTH
2016 CENSUS DATA

66 would be born in Australia
4 would be born in Italy
2 would be born in the UK
2 would be born in Vietnam
2 would be born in China
1 would be born in New Zealand
1 would be born in Greece
22 would be born in other (or unstated) countries

LANGUAGE SPOKEN AT HOME
2016 CENSUS DATA

65 would speak English at home
7 would speak Italian at home
3 would speak Greek at home
2 would speak Vietnamese at home
2 would speak Mandarin at home
2 would speak Cantonese at home
2 would speak Arabic at home
1 would speak Spanish at home
16 would speak other/unstated languages at home

AGE GROUPS
FORECAST.ID ESTIMATES FOR 2018

29 would be aged 0-24 years
55 would be aged 25-64 years
10 would be aged 65+ years

RELIGION
2016 CENSUS DATA

38 would be Catholic
26 would have no religious affiliation
6 would be Anglican
5 would be Greek Orthodox
3 would be Muslim
3 would be Buddhist
19 would be of other (or unstated) religious affiliations
INDUSTRY OF EMPLOYMENT
2016 CENSUS DATA (EMPLOYED PERSONS 15+ YEARS)

- 11 would work in Health Care and Social Assistance
- 10 would work in Education and Training
- 10 would work in Professional, Scientific and Technical Services
- 10 would work in Retail Trade
- 8 would work in Construction
- 6 would work in Public Administration and Safety
- 6 would work in Accommodation and Food Services
- 6 would work in Transport, Postal and Warehousing
- 6 would work in Manufacturing
- 6 would work in Financial and Insurance Services
- 22 would work in other/unstated industries

TENURE TYPE
2016 CENSUS DATA

- 31 would live in a property that they fully owned
- 34 would live in a property owned with a mortgage
- 28 would live in a property that was rented
- 8 would live in properties of unstated or other tenure types

Of those renting:
- 4 would live in social housing
- 4 would live in a privately rented dwelling

VARIOUS HEALTH STATS
FROM THE VICTORIAN POPULATION HEALTH SURVEY 2014 (ADULTS)

- 31 / 100 would be very satisfied or satisfied with life (8 as dissatisfied or very dissatisfied and the other unaccounted for in RSE* estimates)
- 52 / 100 would be pre-obese or obese (41 not pre-obese or obese, 7 unaccounted for in RSE* estimates)
- 40 / 100 would report their health status as excellent or very good (another 42 as good and 18 as fair or poor)

DWELLING STRUCTURE
2016 CENSUS DATA

- 64 / 100 would live in a detached dwelling
- 19 / 100 would live in a semi-detached dwelling, row, terraced house or townhouse
- 17 / 100 would live in a flat, or apartment

*Relative Standard Error
The Essendon neighbourhood is focused around the Essendon Junction activity centre which comprises commercial and a social/sporting focus to the east and west of Mt Alexander Road, the Essendon Station, Rose Street and Buckley Street.

**DID YOU KNOW?**

IN THE ESSENDON NEIGHBOURHOOD:

- Over 20% of residents did voluntary work in the last 12 months
- 25% of people take public transport to work
- 22% of people were born overseas
- TWO train stations serve Essendon, the route 59 tram and 12 bus routes

**ESSENDON | MOONEE VALLEY**

**DWELLINGS**

Estimated dwellings (2018)  5,688  |  51,449

Estimated dwellings (2040)  8,550 to 9,100  |  75,250 to 80,250

Forecast increase in dwellings (%) pa (2018 to 2040)  2.3% to 2.7%  |  2.1% to 2.5%

**HOUSEHOLDS**

Family households (2018)  64%  |  68%

Lone person or group households (2018)  36%  |  32%

Family households (2040)  62%  |  67%

Lone person or group households (2040)  38%  |  33%
## ESSENDON | MOONEE VALLEY

### EDUCATION
- Tertiary qualifications (2016): 39% | 31%
- No qualifications (2016): 32% | 37%

### WORK
- Unemployment rate (2016): 5% | 6%

### TRAVEL
- Travel to work by public transport, bike or walk (2016): 28% | 24%
- Travel to work by car, as driver (2016): 52% | 57%

### LANGUAGE
- Speaks a language other than English at home (2016): 23% | 30%

### POPULATION
- Estimated population (2018): 12,988 | 126,690
- Estimated population (2040): 18,500 to 19,700 | 168,550 to 179,750
- Forecast growth (% pa (2018 to 2040): 1.9% to 2.3% | 1.5% to 1.9%

### PEOPLE
- 0-24 years (2018): 29% | 29%
- 25-64 years (2018): 59% | 55%
- 65+ years (2018): 12% | 16%
- 0-24 years (2040): 30% | 29%
- 25-64 years (2040): 56% | 55%
- 65+ years (2040): 14% | 16%

The Essendon neighbourhood encompasses residential areas north of Glass Street, which includes Glenbervie Station and extends east to Moonee Ponds Creek and as far west as McCracken Street. Buckley Street forms a key east-west transit route connecting to Moonee Valley’s western neighbourhoods.

The Airport West tram connects Moonee Ponds via Fletcher Street reengaging with Mt Alexander Road at ‘the Junction’. Numerous bus services terminate at Essendon Station making the activity centre a core transport hub. Essendon exhibits a rich architectural history reflected in large areas of heritage recognition. The Windy Hill sporting ground was the former home of the Essendon Football Club, and now its home to a variety of other sporting clubs. The precinct is a defining element of Essendon’s character, along with the many schools in the neighbourhood. There are a range of open spaces surrounding Essendon, including Montgomery Park which provides a green gateway to Moonee Valley from the east, and includes the Essendon Traffic School.

COMMUNITY ANCHOR

An ‘anchor’ is a place where communities gather for activities, events, recreation and to socialise at the heart of a neighbourhood. Some communities have more than one anchor or will use anchors in other neighbourhoods.

Essendon Junction and Windy Hill have been identified as the anchors for the Essendon neighbourhood. The anchors will be a key focus for Council’s neighbourhood planning approach.
WHAT DO WE NEED TO DO TO MANAGE CHANGE AND GROWTH IN ESSENDON?

Dominant groups currently residing in Essendon include young adults, families with children and group households. By 2040, Essendon is forecast to accommodate an increased number of young families and older families. An increase and change in population will bring many benefits to the vibrancy of the neighbourhood, but will also bring challenges. We must ensure we maintain the things that are loved about our neighbourhoods, while ensuring appropriate housing is available for those who need it.

The Essendon neighbourhood is expected to undergo significant growth in the period to 2040. Most new dwellings are likely to be in the form of higher-density, apartment-type development along transport corridors and main roads and medium-density infill. Major urban renewal is also anticipated on underutilised land at Essendon Station.

A VISION FOR THE ESSENDON NEIGHBOURHOOD

We have created a vision for the Essendon neighbourhood based on community feedback and Council's research into trends that will impact the way we live in the future.

In 2040 Essendon will:

▪ be a vibrant activity centre, with attractive streetscapes and a seamless transport interchange
▪ centre on Essendon Junction as the cultural and entertainment heart of Essendon
▪ offer an integrated network of streets and public spaces with innovative developments complementing and respecting the existing heritage
▪ provide a diversity of housing options for new and existing residents
▪ feature high-quality architecture and design in all new development
▪ connect with a naturalised and revitalised Moonee Ponds Creek corridor
▪ have realised the opportunities from redevelopment sites in and around Essendon Station and any investment from infrastructure upgrades
▪ celebrate the neighbourhood’s unique heritage and identity
▪ include an excellent network of cycling and walking connections within and to other neighbourhoods, supporting an active and healthy community.
**URBAN DESIGN FOCUS**

- Encourage high-quality design in all new development that is respectful of the heritage values of Essendon’s residential areas
- Ensure a diversity of housing types, including shop-top housing and mixed use developments in Essendon’s smaller neighbourhood centres
- Ensure development is sensitive to the Moonee Ponds Creek interface
- Encourage connection of a habitat corridor along the revitalised and naturalised Moonee Ponds Creek corridor, with Buckley Street, Mt Alexander Road and between Montgomery Park and the Essendon Junction
- Provide new walking and cycling connections to Moonee Ponds Creek, and to other neighbourhoods
- Reinforce Mt Alexander Road as the premier boulevard of the municipality
- Reinforce Essendon as a transport hub by accommodating mixed used development around the train station
- Ensure a high-quality, well integrated public realm through attractive streetscapes and consistent street tree plantings
- Encourage a mix of uses which contribute to the cultural and entertainment focus of the activity centre

**IMPLEMENTATION INITIATIVES FOR THE FUTURE OF ESSENDON**

The Strategy identifies implementation initiatives that may take many years to begin and complete. These initiatives are required to achieve fair, thriving, connected, green and beautiful neighbourhoods. They have been developed using ideas received from community consultation. Other immediate or small projects will be included in the four-yearly Council Plans.

The implementation initiatives for Essendon are:

- Support integrated development opportunities on underutilised land at Essendon Station that do not present an over-development of the site, ensuring the projects provide community benefit, such as open space, affordable housing, and/or community facilities
- Explore opportunities to expand Montgomery Park early years functions to meet long-term kindergarten and maternal child health needs
- Deliver an Essendon community hub
- Advocate for the public activation of the Windy Hill precinct
- Provide pedestrian and cycling connections to Moonee Ponds Creek
- Provide a shared cycling and walking route parallel to the Craigieburn rail corridor, including exploring new connectivity options
- Revitalise Moonee Ponds Creek through naturalisation, flood mitigation, stormwater harvesting and reuse
- Beautify and green the public realm around the Essendon Junction
- Acquire land for new and/or expanded areas of public open space
- Implement the future master plans for Montgomery Park and Moonee Ponds Creek.
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<th>ESSENDON</th>
<th>ONGOING</th>
<th>2018-2021</th>
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<th>2026-2030</th>
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The implementation initiatives have been mapped against the four-year Council Plan timelines. Note: There are multiple Council Plan cycles in the 2031-2040+ block.
ESSENDON BY 2040

**Opportunities to expand Montgomery Park early years functions to meet long-term kindergarten and maternal child health needs**

**Support integrated development opportunities on underutilised land, ensuring they provide community benefits**

**Revitalize and naturalize Moonee Ponds Creek**

**Pedestrian and cycling connections to Moonee Ponds Creek**

**Pedestrian and cycling connections to Moonee Ponds Creek**

**Implement future master plans**

**Advocate for the public activation of Windy Hill**

**New community hub**

**Revitalize and green the Essendon Junction public realm**

**Beautiful and green the Essendon Junction public realm**

**Legend**

- Community anchor
- Economic and activity area
- Potential habitat corridor (conceptual)
- Strategic cycling corridor
- Ideal network (conceptual)
- Cycling
- Shared bicycle-walking path

**Major transport projects – potential future**
- Increase tram reliability and efficiency
- Airport Rail Link - Craigieburn link option

**Major cycling/walking projects – potential future**
- Shared cycling-walking route parallel to Craigieburn Rail corridor
- New cycling route linking Maribyrnong to West Brunswick
- Upgrade existing shared cycling-walking path

**Implementation initiative theme**
- Fair
- Thriving
- Connected
- Green
- Beautiful

**MV2040 STRATEGY: ESSENDON FACTSHEET**
Moonee Valley Language Line

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All other languages 9280 0747
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